

## ORDER



**Orders**  
**Order / Rev:** 362593  
**Alt Order #:** 06863210  
**Product Desc:** STEVEN HORSFORD/DCCC  
**Estimate:** 2011  
**Flight Dates:** 10/12/12 - 10/18/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Horsford/Congress  
**Demographic:** A35+  
**Product Codes:** PL Other  
**Priority:** P-03  
**Revenue Codes:** AGY-TRANS, POL CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	88	\$71,225.00	\$60,541.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	88	\$71,225.00	\$60,541.25	0.00
<b>Totals</b>	<b>88</b>	<b>\$71,225.00</b>	<b>\$60,541.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTNV - Las Vegas	24%	\$71,225.00
Market	100%	\$296,770.83

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$68,257.29
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	19%	\$56,386.46
KTUD	0%	\$0.00
KVMY	8%	\$23,741.67
KVVU	23%	\$68,257.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,903.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/15/12	10/18/12	M-F 5-6am Action News	CM	M-F 5-6a	MTWT---	:30	4	\$175.00	P-01	0.00	NM	4	\$700.00

**KTNV - Las Vegas**

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Advertiser: Horsford/Congress  
 Product Desc: STEVEN HORSFORD/DCCC  
 Estimate: 2011

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	10/15/12	10/18/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWT---	:30	4	\$600.00	P-03	0.00	NM	4	\$2,400.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$600.00		0.00			
E 14	KTNV	10/15/12	10/18/12	M-F 6-7p Action News	CM	M-F 6-7p MTWT---	:30	4	\$850.00	P-03	0.00	NM	4	\$3,400.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$850.00		0.00			
E 15	KTNV	10/14/12	10/14/12	Sun 6-7p Action News	CM	Sun 6-7p -----S	:30	1	\$500.00	P-03	0.00	NM	1	\$500.00
SUNDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$500.00		0.00			
E 16	KTNV	10/15/12	10/18/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p MTWT---	:30	4	\$800.00	P-03	0.00	NM	4	\$3,200.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$800.00		0.00			
E 17	KTNV	10/15/12	10/18/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p MTWT---	:30	4	\$800.00	P-03	0.00	NM	4	\$3,200.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$800.00		0.00			
E 18	KTNV	10/15/12	10/15/12	Monday ABC Prime Other DANCING WITH THE STARS	CM	Mon 8-11p DANCING (8:00 PM-10:00 PM)	:30	1	\$7,000.00	P-03	0.00	NM	1	\$7,000.00
DANCING WITH THE STARS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$7,000.00		0.00			
E 19	KTNV	10/16/12	10/16/12	Tue ABC Prime B DANCING WITH THE STARS F	CM	Tue 9-10p DANCING WITH THE STARS F	:30	1	\$7,000.00	P-03	0.00	NM	1	\$7,000.00
DANCING WITH THE STARS RESULTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$7,000.00		0.00			
E 20	KTNV	10/17/12	10/17/12	Wed ABC Prime B MODERN FAMILY	CM	Wed 9-10p MODERN FAMILY (9:00 PM-9:30 PM)	:30	1	\$7,500.00	P-03	0.00	NM	1	\$7,500.00
MODERN FAMILY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$7,500.00		0.00			
E 21	KTNV	10/13/12	10/13/12	College Football Primetime College Football Primetime	CM	4p-830p -----S- (5:00 PM-8:30 PM)	:30	2	\$1,500.00	P-03	0.00	NM	2	\$3,000.00
SATURDAY NIGHT FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$1,500.00		0.00			
E 22	KTNV	10/15/12	10/18/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MTWT---	:30	4	\$850.00	P-03	0.00	NM	4	\$3,400.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$850.00		0.00			
E 23	KTNV	10/15/12	10/18/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MTWT---	:30	4	\$700.00	P-03	0.00	NM	4	\$2,800.00
NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$700.00		0.00			
E 24	KTNV	10/15/12	10/18/12	M-F 12:05-1:05a Jimmy Kimmel	CM	M-F 12:05-1:05a MTWT---	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
JIMMY KIMMEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$200.00		0.00			
E 25	KTNV	10/15/12	10/15/12		CM	Mon 10-11p CAST	:30	1	\$4,000.00	P-03	0.00	NM	1	\$4,000.00

**KTNV - Las Vegas**